

NEW STADIUM DEVELOPMENT PROJECT EXECUTIVE SUMMARY

FEBRUARY 2024



INTRODUCTION

This is a key moment for Oxford United. We want to deliver a new destination within Oxfordshire and a home for the club which is the pride of the whole county.

The club must find a new home by the summer of 2026 or risk being homeless.

As a community-centred football club, this outcome would be disastrous for our fans and for all the organisations who work with us. Playing out of county is something none of us want, even for a short while.

A long term move away, would mean a loss of our name, identity, and heritage. If that were to happen it would almost certainly lead to the closure of the club.

We are therefore thrilled to announce the next phase of our groundbreaking project to create a new home for Oxford United and a fantastic new community destination for the people of Oxfordshire any beyond.

This new facility will not only play home to football, but it will feature one of the leading and largest conference and event spaces in Oxford, be designed, constructed and operated sustainably and be leading the way through technology.



Why do we need to move?

Several questions have been raised regarding the status of the Kassam Stadium Licence agreement and why Oxford United could not simply continue to use the Kassam.

The position is that after 30th June 2026 Oxford United will have no legal right to use or occupy the Kassam Stadium. The stadium is owned and operated privately by a stadium company "Firoka (Oxford United Stadium) Limited". The stadium company is a separate legal entity from the football club. Oxford United hold a licence to use the stadium which ends on the 30th of June 2026.

Oxford United are restricted under the terms of the current licence agreement to use the Kassam Stadium for first team home league and cup matches, some friendly games and specified testimonial games. Oxford United have use of some office space and the ticket office at the stadium and are not permitted to use the rest of the stadium outside of those allowed match days. Under the terms of the original licence, and because of Covid 19, Firoka (Oxford United Stadium) Limited terminated the original licence which it was legally entitled to do. The current licence terms were subsequently agreed to allow continued use until 30 June 2026.

The current licence does not include any renewal rights or renewal requirements within it. In certain circumstances the Landlord and Tenant Act 1954 provides security of tenure and a statutory right to a renewal of a lease where premises have been occupied for business purposes. These rights do not

apply under the terms of the current licence and the correct statutory procedure to exclude them was followed.

There is a restrictive covenant that was put in place by Oxford City Council when the land was first released under the terms of a Development Agreement to construct the Kassam Stadium. This requires the site to be used primarily for football until 14th October 2026. This does not provide any right for Oxford United to use the Stadium, only that football is required to be a primary use at the site until 14th October 2026.

After 30th June 2026 Oxford United will have no legal right to use or occupy the Kassam Stadium, there is no right of renewal in the licence, there is no statutory security of tenure (these have been excluded following the correct statutory procedures) and therefore the club must find a new home ground.

Where have we looked?

An extensive site search has been undertaken and the Triangle site has been identified as the only viable option that can deliver a well-connected, sustainable stadium within the necessary timeframe.

The English Football League (EFL) criteria for club stadium relocations makes clear that clubs must relocate within the geographic vicinity of an area from which they derive their name in order to keep that name. In short, if Oxford United moved away from Oxford, they would no longer be allowed to call themselves Oxford United.

Our options in finding the right site forms part of an Alternative Sites Assessment which reviewed 64 site options within a 7 mile radius for the development. Each site was analysed based upon the planning constraints noted below;

- Availability
- Land use
- Accessibility / transport connectivity
- Planning history
- Viability
- Topography and land state
- Environmental and visual impacts



What is the financing strategy?

The financing for a new stadium for Oxford United is expected to come from a combination of private third-party debt and direct equity contributions. The club have engaged specialised stadium funding consultants to analyse and procure the most efficient funding available in the market. We anticipate the equity contribution to be a substantial portion of the total cost of the new stadium.



INTRODUCTION

The private debt will be backed by incremental revenues the club anticipates generating through operating the new stadium and will be structured based on an appropriate portion of the additional stadium cash flows with coverage (i.e. annual cushion) above annual debt service requirements. The debt will be subject to annual capital repayments and will amortize over an extended period reflecting the longevity of the stadium asset.

What does the business case say?

Legends International were commissioned to conduct a market and financial feasibility analysis for the new Oxford United stadium. This work was performed in partnership with other professional advisors, including architects, planning experts, real estate experts and others.

In order to evaluate the feasibility of a new stadium, Legends reviewed historical Oxford United operating results and the demographic and socioeconomic characteristics of the local market, analysed competitive and comparable facilities, conducted focus group sessions with existing General Admission and Hospitality purchasers, and completed market surveys through Oxford United email database and the local corporate market. Research results were used to estimate potential demand, define the general building program elements necessary to accommodate that demand and estimate potential financial operating results.

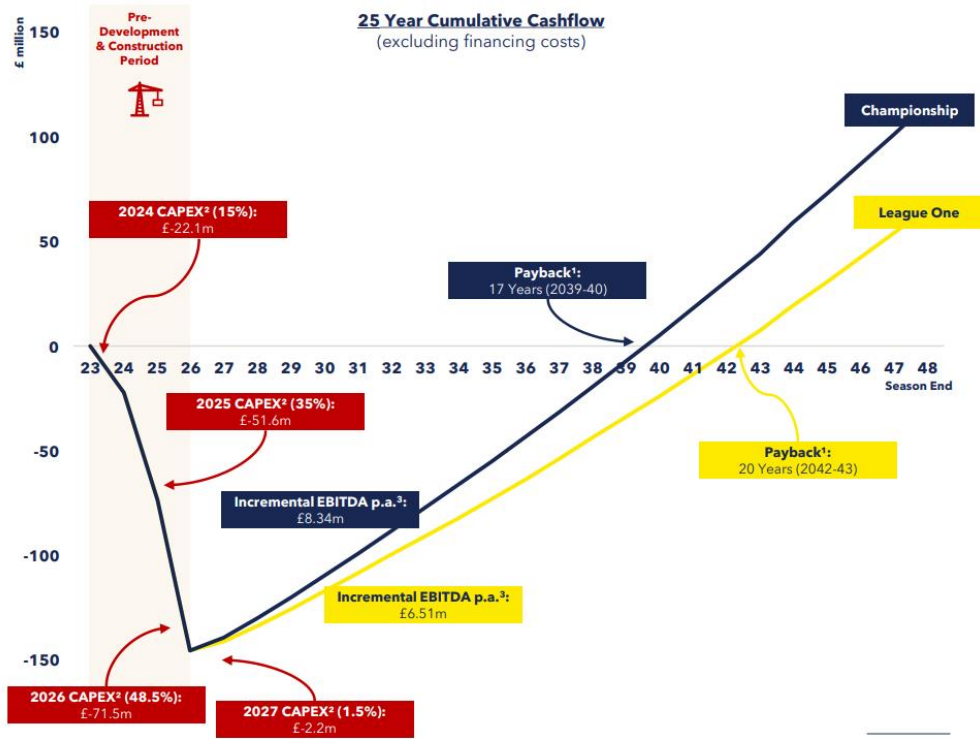
The study, plus discussions with key regional stakeholders informed the stadium capacity and highlighted the lack of supply for high quality event spaces and hotel bed stock close to the city of Oxford.

As a result of the preceding analysis and market research, the Oxford United new stadium is planned to have a total capacity of 16,000 seats including 1,150 Hospitality seats and a 1,000-capacity Premium General Admission offering. The remainder of the capacity will be General Admission, sold either seasonally, match by match or to away supporters.

In addition to usage on football matchdays for both the men's and women's first teams, Oxford United stadium will also drive important new revenue streams for the club. To that end, Legends developed a non-matchday business plan using the company's proprietary Conferencing & Events research, knowledge and experience in conjunction with professional expertise on Oxford's local hotel and commercial real estate market. The design requirements for delivering this optimised non-matchday business plan to drive the required commercial revenues needed to fund the scheme include:

- A high-quality conferencing and events facility which is expected will become the premier C&E venue in the wider region and one of only two within reach of the city of Oxford that can provide for 1,000 delegates
- An onsite, high-quality, modern and purpose-built 180 bedroom three/four-star hotel to strengthen non-matchday conferences & events and support matchdays (informed by commercial/needs analysis undertaken by Colliers International)
- Commercial rental units including a health & wellbeing space and a standalone gym. Similar commercial opportunities have been included in new stadium developments across Europe with health and wellbeing partners delivering in partnership with the club for the benefit of their communities

Together the matchday and non-matchday revenues generated would underpin the ability for the club to raise the necessary funds to develop the stadium. The proposed new stadium has an expected CAPEX of over £147 million. The CAPEX estimate considers inflation, with the £147 million total in estimated pounds, spread across the investment period assuming an s-curve. If the club were consistently to feature in League One, after inflation has been considered, the payback period is estimated to be 20 years. This period would shorten to 17 years if the club were to consistently play in the Championship.



Our vision is to create a sustainable sports, entertainment and lifestyle landmark in Oxfordshire which is locally loved and internationally recognised.

With our current agreement with the Kassam Stadium coming to an end in 2026 and no hope of renewing the lease, the only alternative is to find a new home. There is an urgent need to develop a new stadium in order to protect the future existence of this Oxfordshire institution.

The club is now in a race against time to open a new stadium by the summer of 2026. If we can't open by the start of the 2026 season, we will be homeless. Playing out of the county is something none of us want, even for a short while and we can't contemplate a long-term move away, as it would mean a loss of our name, identity, and heritage.

Our new stadium will take Oxford United into the 21st century and enable the continued success of its Men's and Women's teams, as well as our vitally important community outreach and charitable work, all while safeguarding the future viability and vitality of the club.

Much like the county of Oxfordshire, Oxford United comes from a proud heritage and rich history. The Club has aspirations for a new, modern and sustainable stadium which is a significant community landmark that contributes meaningfully to the economy and society of Oxfordshire. This is a once in a generation opportunity to provide a new home for sport, entertainment, business, education and tourism which the whole county can be proud of.

We are committed to following a set of founding principles for our new home:

1. Visitor Experience at the heart

Construct a new landmark for Oxford which instils community pride, is accessible, welcoming and puts the visitor experience at the heart, not just for fans of the game, but for all who visit.

2. United with the community

Be an active and positive part of the community, creating a sporting legacy and generating new employment, education opportunities and having a positive impact on the health and wellbeing of the communities the Club serves.

3. Sustainability at the core

Ensure that environmental and commercial sustainability is at the core, to protect the long-term future of Oxford United and our planet.

4. Improving connectivity and access

Ensure the site and all facilities are a safe and inclusive place for all, with improved connectivity and access to the site, creating a hive of activity and an atmosphere of community, removing barriers to the site.

5. Promoting innovation

Utilise technology to improve the way things are done, nurturing a culture of collaboration and new ideas.



DEVELOPING DESIGN

The Proposed Development looks to deliver a 16,000 capacity stadium for Oxford United and associated facilities within a single building. The commercial and community uses within the Stadium provide facilities for conferences, exhibitions, education and other events with a capacity for 1,000 guests. In addition to this the Stadium building provides a Club Shop, public restaurant, bar, health and wellbeing/clinic facility and gym, as well as a 180-bed hotel.

The description of the Proposed Development is as follows:

Full planning permission for the erection of a stadium (Use Class F2) with flexible commercial and community facilities and uses including for conferences, exhibitions, education, and other events, club shop, public restaurant, bar, health and wellbeing facility/clinic, and gym (Use Class E/Sui Generis), hotel (Use Class C1), external concourse/fan-zone, car and cycle parking, access and highway works, utilities, public realm, landscaping and all associated and ancillary works and structures'

While the Stadium seating bowl is conceived as a regular sweep around the field of play, the introduction of the hospitality and hotel to the West and North stands respectively, raises the massing of the development in the North-West relative to its opposite corner, in the South-East.

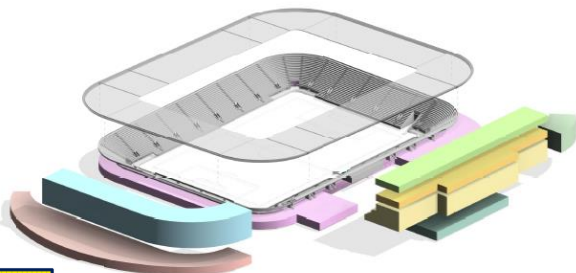
The massing and orientation of the stadium is critical and influenced by several factors.

- Hotel rooms require maximum scenic vistas and should be positioned in a way to reduce the need for heating and cooling to promote an efficient design.
- The proximity of the restaurants and cafes should be close to transport nodes and visible for the main access routes.
- Maintaining and enhancing the barrier to the north is essential to form an accessible green space for the community.
- Stadium camera positions are ideally located facing away from the evening sun which in turn drives the position of the main stand orientation.

Proposed Massing

The massing and orientation of the stadium has been influenced by a number of factors. This has been partly dictated by the site constraints, but also stadium-specific requirements, such as ensuring that hospitality seats and camera locations face away from the evening sun to avoid glare; this in turn dictates where the main stand is located.

The proposed maximum height of the stadium is around 25m. The most prominent part of the building on-site is at the north-west corner. This corner will serve as the public face of the Proposed Development. The scale of this corner is celebrated, and the height is gradually reduced as it extends east and south.



Zoning

The development will be one single integrated facility containing a stadium, spectator and players facilities, hospitality and conference & exhibition spaces, a hotel and commercial retail space. This will sit in a new public realm with a mix of hard surfaces close to the building, to deal with match day spectators, blending into biodiverse parkland to the periphery. The main space to the north of the building will be a public plaza.

Concourse

The general admission allocation is around 86% of the overall capacity, at 13,850 (including away fans). These numbers are split across the North, East and South stands.

Players & Officials

Both the players and officials will enter the building at the centre of the West Stand. From there, the Home team will proceed to the left, the Away team to the right, and the officials will walk down the central corridor to reach their respective changing facilities.

Media

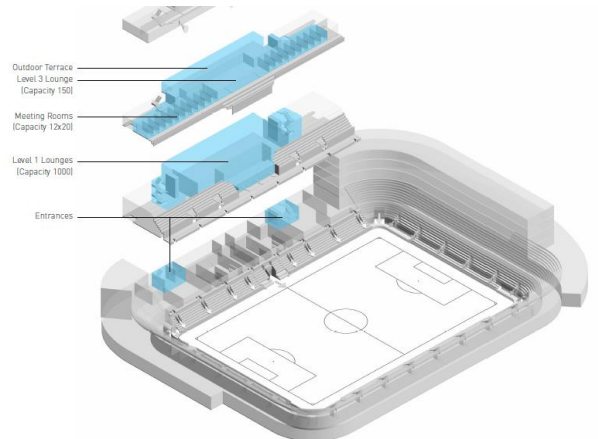
As a member of the written or television teams, you will enter through the SW core where you can access the Media Suite, mixed zone and associated working areas on the Ground Floor.

The media seats are located on Level 1, accessed by the same entrance core. The 50 media seats are currently situated to the south of the halfway line, between the Gold Lounge and Silver Lounge seats. Some of these seats will be equipped with desks.

Using the same core, you can access Level 4, where the TV Gantry and Studio are located.

Hospitality / Conferencing and Events

By ensuring a visitor experience like no other, the new stadium will feature non-match day facilities and experiences which ensure that the venue is not simply a home for Oxford United.



Flexible hospitality spaces are designed to be multi-functional and provide some of the best conferencing and event spaces within Oxfordshire. Ensuring this is designed in, the new development creates a unique facility in Oxford with a range of offerings to potential users both in size and flexibility.





One of the project drivers is to incorporate native species and local prominence landscaping elements into the design. Specifically trees, shrubs and wildflowers, and other natural features that enhance local biodiversity. The vision has been to incorporate flexible multi-functional spaces that can be enjoyed whether it be a match-day or not. The Proposed Development aims to connect the stadium to the wider countryside, woodlands, canal walks, and nearby towns in a way that is attractive, safe, and enjoyable for walkers and cyclists, while also promoting environmental and cultural stewardship.

The developed scheme consists of four main character spaces:

1. The Garden

The Garden is a carefully designed community garden that embraces the natural beauty of its surroundings whilst providing a range of spaces and amenities for the residents of Kidlington to enjoy.

2. The Plaza

The Plaza provides a dynamic and inclusive space for the community to come together and enjoy various activities, whether hosting half marathons or village fairs.

3. The Southern Plaza

The Southern Plaza to the stadium is enhanced with moments that are designed to excite and inspire the journey to the stadium.

4. The Arrival

Whether you're arriving by train or bus, foot or cycle, you'll find everything you need to start your match day experience the right way.



DEVELOPING DESIGN

The Ground Floor is made up predominantly of Commercial space to the North, Players and Officials space to the West and concourses wrapping round almost 360 degrees.

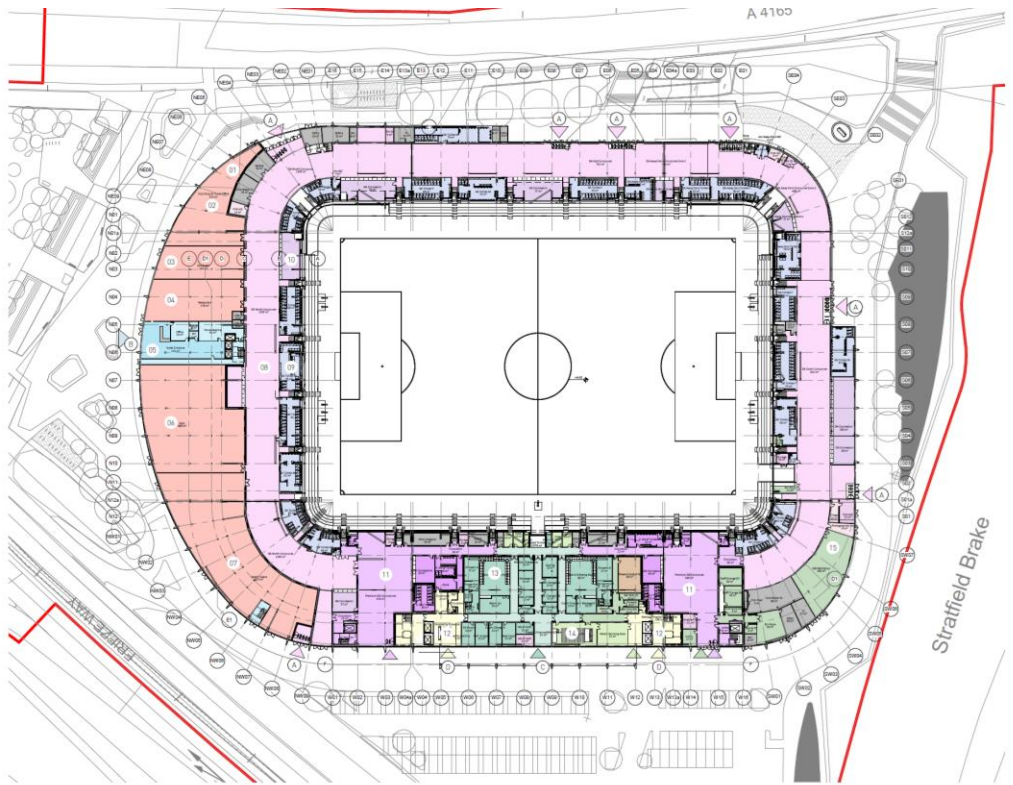
Gross Internal Area - 12602m²
 Floor to Floor Height - 4600mm

Key Spaces

- | | |
|---------------------|---------------------------|
| (A) GA Entrances | (C) Players Entrance |
| (B) Hotel Entrance | (D) Hospitality Entrance |
| (01) Ticket Office | (09) WCs |
| (02) Club Shop | (10) Concession |
| (03) Sports Bar | (11) Premium GA |
| (04) Restaurant | (12) Hospitality Entrance |
| (05) Hotel Entrance | (13) Home Changing |
| (06) Gym | (14) Media Suite |
| (07) Healthcare | (15) Grounds Staff |
| (08) GA Concourse | |

Colour Key

- | | |
|-----------------------|---------------------|
| Commercial | Hotel |
| GA Concourse | Media |
| Hospitality - Support | Plant |
| Hospitality - Gold | Players & Officials |
| Hospitality - Silver | Premium GA |
| Hospitality - Suites | Venue Operations |



The First Floor plan has been heavily dictated by the design of a 1000 capacity C&E Facility and the associated support spaces. On a match-day this space can be divided up into numerous hospitality offers; the current proposal is for a 600 capacity Silver Lounge and a 150 capacity Gold Lounge. On a non-match day this space is designed to 1.2m² per person.

The Main Stand also has circa 300m² for club offices and two accessible concourses to support the wheelchair platform which runs the full length of the pitch.

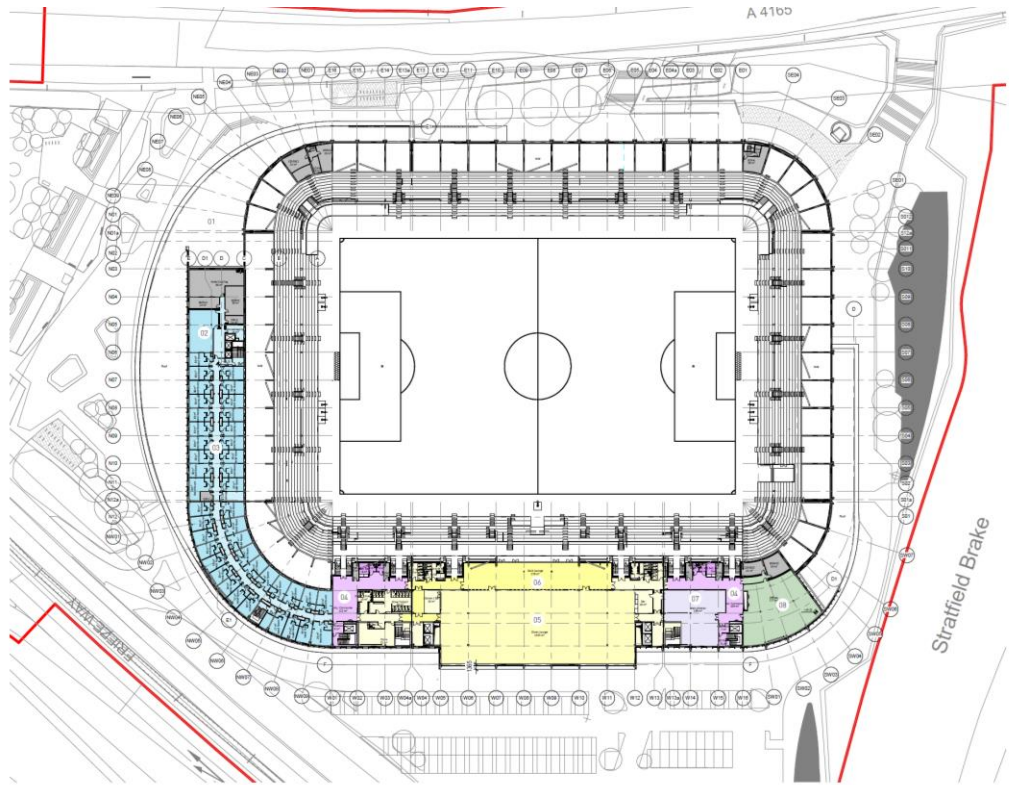
Gross Internal Area - 4650m²
 Floor to Floor Height - 3400mm

Key Spaces

- | | |
|-----------------------|--------------------|
| (01) Bio-diverse Roof | (06) Silver Lounge |
| (02) Hotel M.I.C.E | (07) Gold Lounge |
| (03) Hotel | (08) Main Kitchen |
| (04) Acc. Concourse | (09) Club Offices |

Colour Key

- | | |
|-----------------------|---------------------|
| Commercial | Hotel |
| GA Concourse | Media |
| Hospitality - Support | Plant |
| Hospitality - Gold | Players & Officials |
| Hospitality - Silver | Premium GA |
| Hospitality - Suites | Venue Operations |



DEVELOPING DESIGN

The Hotel layout on Level 02 has 46 hotel rooms.
 - 41no. Standard Rooms,
 - 5no. Suites / Accessible Rooms.

At both ends of the hotel plan sits a staircore and the housekeeping spaces are evenly spread throughout. This layout is then repeated on Level 03 and 04.

The majority the other area on this level is made up of plant rooms.

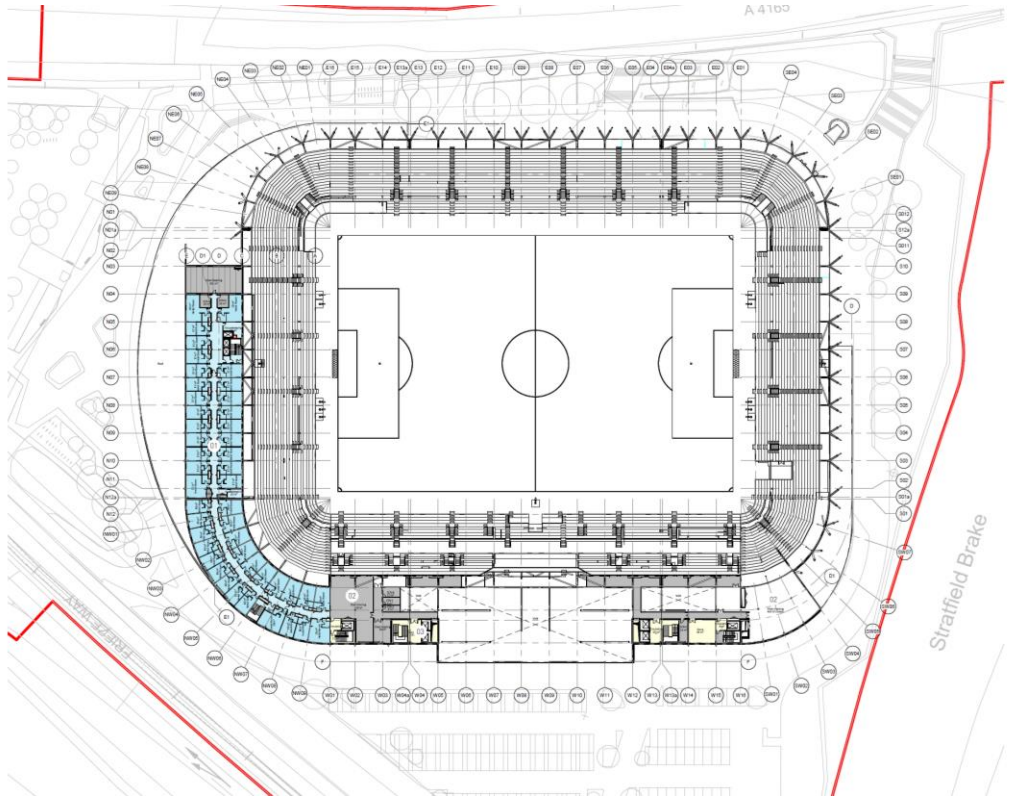
Gross Internal Area - 2754m²
 Floor to Floor Height - 3400mm

Key Spaces

- ① Hotel
- ② Plant Rooms
- ③ Hospitality Core

Colour Key

- Commercial
- Hotel
- GA Concourse
- Media
- Hospitality - Support
- Plant
- Hospitality - Gold
- Players & Officials
- Hospitality - Silver
- Premium GA
- Hospitality - Suites
- Venue Operations



Level 03 of the Main Stand plays host to the lounges and boxes associated with the highest level of match day hospitality.

The Director's Lounge and Boardroom sit on the centre line and have a collective seat capacity of 150. The space has the ability to function independently, having all its support spaces directly off the main lounge.

To each side of the lounge there are the Sky Boxes (20no. in total). The Sky Boxes are designed for 12 people and have designated seats at the top of the main stand. Kitchens and communal WCs are located off the main corridor which also links to the external terrace.

The West-facing terrace will offer an external space for the hospitality guests to enjoy before and/or after the game.

On non-match days the hospitality spaces can be used for smaller/additional C&E facilities.

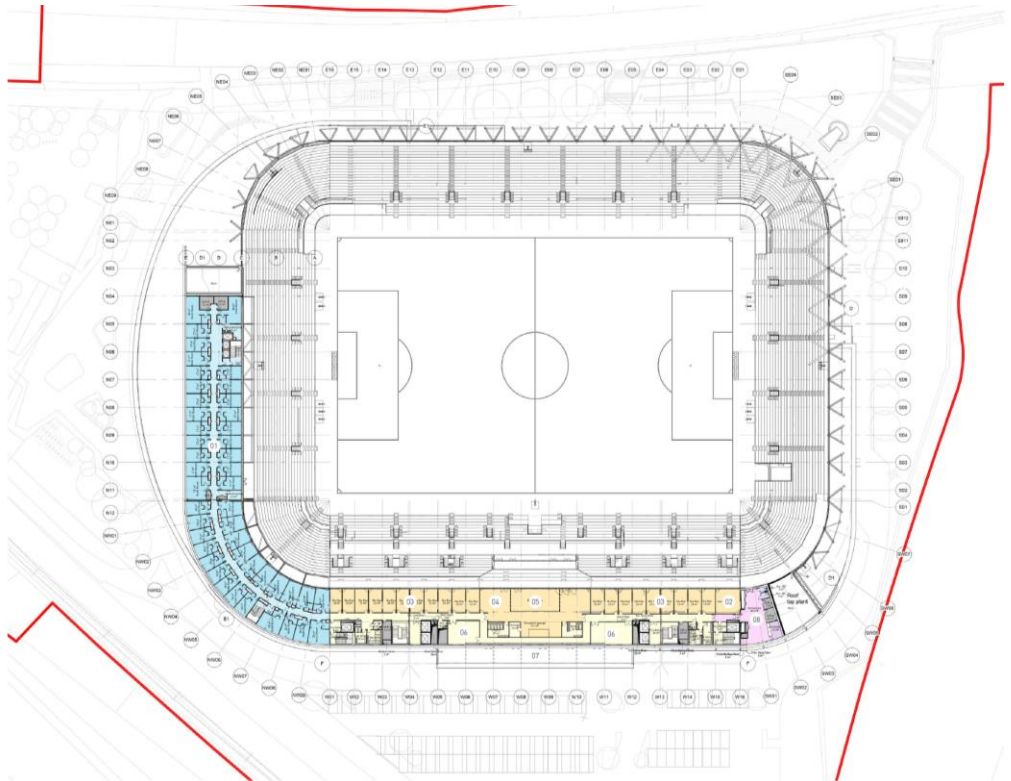
Gross Internal Area - 3388m²
 Floor to Floor Height - 3400mm

Key Spaces

- ① Hotel
- ② Sensory Room
- ③ Sky Boxes
- ④ Director's Box
- ⑤ Boardroom
- ⑥ Satellite Kitchens
- ⑦ Terrace
- ⑧ Accessible Facilities

Colour Key

- Commercial
- Hotel
- GA Concourse
- Media
- Hospitality - Support
- Plant
- Hospitality - Gold
- Players & Officials
- Hospitality - Silver
- Premium GA
- Hospitality - Suites
- Venue Operations



DEVELOPING DESIGN

The Hotel layout is repeated again. As on the second and third floors, the fourth floor has 46 hotel rooms (including 5 suite/accessible room).

Half of the bedrooms will be overlooking the surrounding fields and woodland of North Oxford and Kidlington, whilst the other half have a unique view into the seating bowl of the stadium.

In addition to the hotel, Level 04 also houses the stadium control room, and associated spaces, as well as the TV studio and Media gantry.

The space leftover will be utilised as Rooftop Plant area.

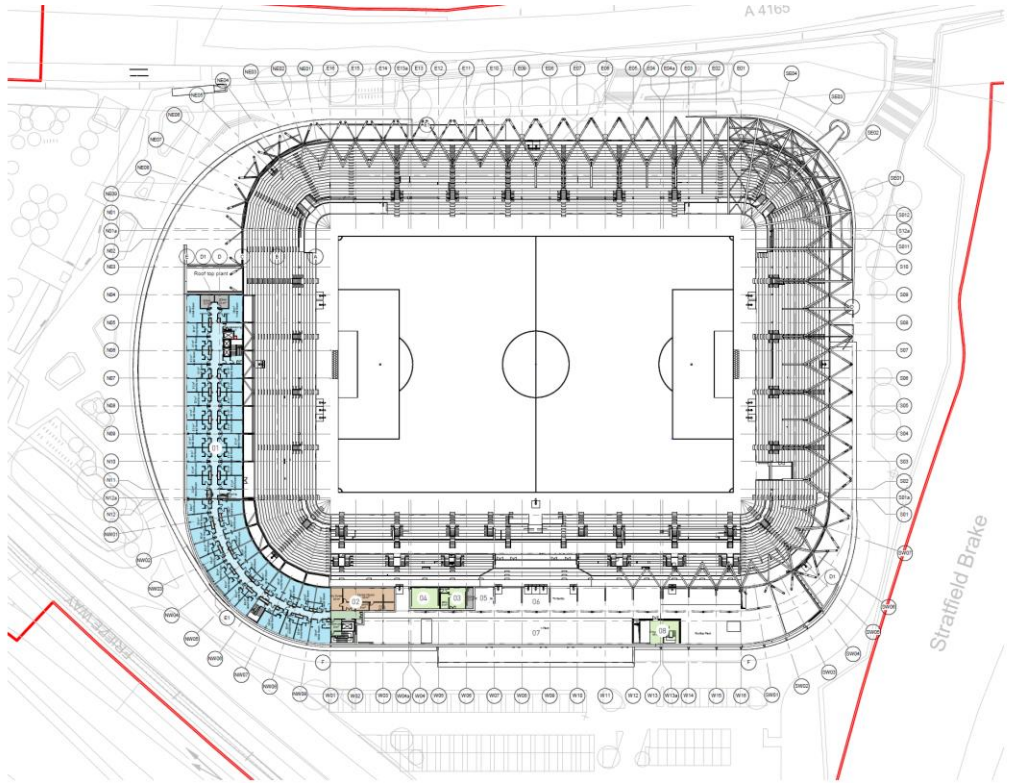
Gross Internal Area - 1840m²
 Floor to Floor Height - 3400mm

Colour Key

- ① Hotel
- ② Security Rooms
- ③ Studio Support
- ④ TV Studio
- ⑤ External Studio
- ⑥ TV Gantry
- ⑦ Rooftop Plant
- ⑧ Media Staircase

Colour Key

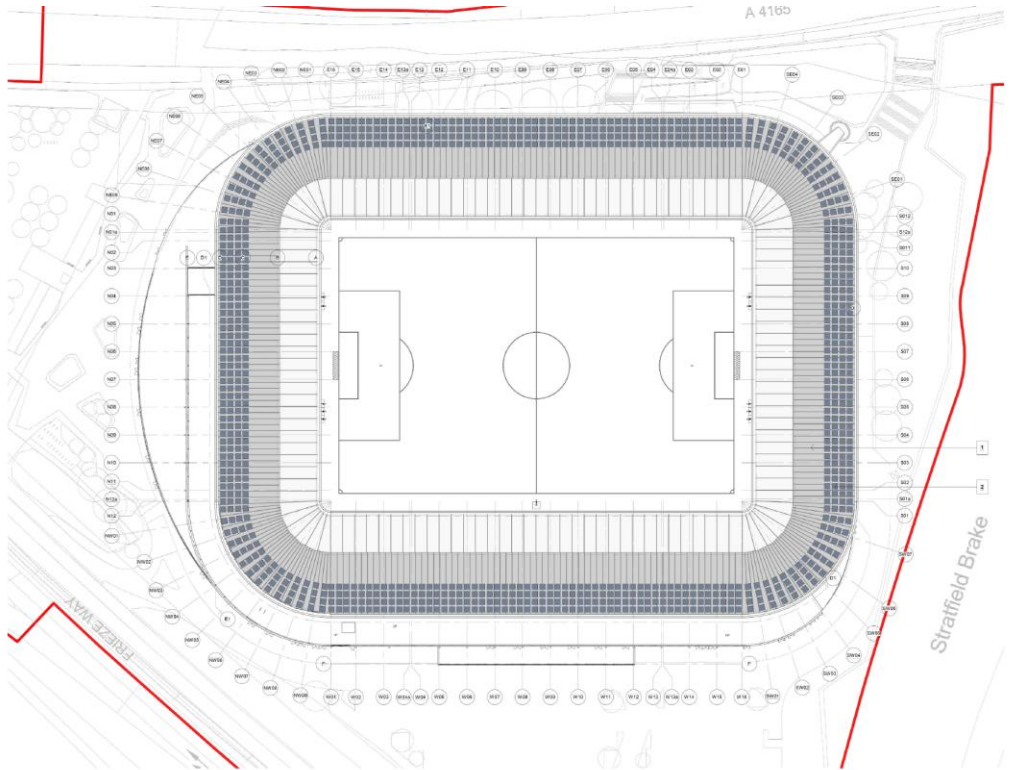
- Commercial
- GA Concourse
- Hospitality - Support
- Hospitality - Gold
- Hospitality - Silver
- Hospitality - Suites
- Hotel
- Media
- Plant
- Players & Officials
- Premium GA
- Venue Operations



As a result of the separate elements of the building, and the stepped massing strategy, we have a collection of roof structures at almost every level, all of which are made up of varying materials and have different uses.

These range from a bio-diverse roof on Level 1, to a habitable hospitality terrace on Level 3. The breakdown is as follows:

- Level 01 Bio-diverse Roof - 2130m²
 - Level 03 Terrace - 240m²
 - Level 04 & 05 Plant - 3498m²
 - Stadium Transparent - 12000m²
- (housing circa 3000m² of PVs)



DEVELOPING DESIGN

The Sustainability Framework sets out a range of sustainability issues, questions and key performance indicators designed to optimise sustainability performance for the Proposed Development. Performance Indicators included within the Framework are aligned with meeting, or exceeding, relevant policy requirements and/or recognised industry guidance. The Sustainability Framework is a working document and will continue to evolve through the design, construction and operation stages of the development; however, it demonstrates the commitment of Oxford United to deliver a number of measures across the site.

The application is accompanied by a Sustainability Statement which provides the structure for embedding sustainability within the Proposed Development. This demonstrates that the Proposed Development is targeting 'Best in Class' or better across all the themes.

In addition to onsite renewable energy through solar panels, the stadium design maximises efficiency in all aspects to minimise energy use and associated carbon emissions. It would include:

- High performance construction with optimised thermal performance to reduce the demand for cooling in summer while retaining heat in the winter.
- High efficiency air source heat pumps to provide internal comfort, capturing heat from the external ambient air to produce the heat source for general heating, domestic hot water generation and undersoil pitch heating.
- A fully automated Building Energy Management System will be employed to monitor, control and report energy use, to ensure optimal operation across all seasons and long-term minimisation of energy consumption.

The 360 Framework is a bespoke methodology which highlights priority themes across the Club and defines levels of ambition, providing a mechanism to communicate sustainability initiatives, commitments, and targets. The 360 Framework is used to encourage sustainability across both the Club's activities and for the stadium development.

The key aims of the Framework are:

- To support the Club's commitment to the UNFCCC Framework to be NET Zero by 2040, and reduce GHG emissions by 50% in 2030
- To embed sustainability throughout the project, reflecting the Club's ambitions.
- To encourage reflection and effective innovation across the project.
- To provide a method of measuring progress and reporting on targets, aims, and objectives.

The themes and principles for the stadium are as indicated below and are determined through engagement with the project team and key commitments we have undertaken.

These themes and principles are underpinned by key questions and target levels within the Framework.

Energy & Carbon

- Drive towards net zero carbon emissions
- Energy efficiency, renewable energy generation, energy reuse and on-site storage are maximised across the site
- Limit exposure to climate change and fluctuating energy pricing

Ecology and Biodiversity

- Provide Biodiversity Net Gain (BNG) by retaining existing on-site habitats and providing new and improved habitats

Waste and Materials

- Ensure application of embodied impacts, sourcing, conservation, and re-use
- Sustainable use of materials and resources on a whole life value basis
- Commitment to the management of waste through the waste hierarchy

Water

- Minimise flood risk
- Reduce potable water demand through the efficient use of water and wastewater
- Maximise the opportunity to use natural sources of water

Transport and Movement

- Provide efficient, clean and healthy transport options
- Provide innovative mobility solutions

Health & Wellbeing

- Creating built environments that are healthy, safe and desirable to use
- Minimise the localised disturbance and pollution of the project

Community

- Ensure all activities support local residents, business and the local community
- Maximise all opportunities to enhance the reputation of the project

Governance

- Strong and transparent governance framework
- Comply with all current legislation
- Ensure the Club are prepared for future regulatory requirements





Ensuring Sustainable Travel

The main objective is to encourage supporters and staff on matchdays to use more sustainable, healthier and lower carbon transport options whilst achieving an overall reduction in car travel. The club has an aim that 90% of fans will travel to the Stadium by sustainable modes of travel.

The transport strategy has been developed to help achieve this vision and promote sustainable travel to fundamentally change the travel behaviour of fans from driving in a private car to travelling by more sustainable means including public transport, walking, and cycling.

This work is underpinned by a detailed understanding of the origins of the Oxford United supporters and a comprehensive assessment of the travel demands of the home supporters, away fans, teams, staff, supporting operators and users of the associated facilities.

The development will incorporate a total of 184 car parking spaces, split between accessible parking (78), standard parking allocation (104), coach bays (2) and motorcycle spaces. The site will also include capacity to secure 150 bikes.

Many of our fans live within 20 minutes walk, cycle, or on public transport of the proposed location for the new stadium, and so we are providing a wide range of non-car travel options and supporting measures for employees, supporters and visitors travelling to/from the stadium. The proposals seek to minimise car use and maximise travel on foot, cycle and public transport in line with national and local policy.

Pedestrian modelling has been undertaken to understand the busiest period of pedestrian flows outside the Stadium and within the Oxford Road area following the final whistle. This is based upon a worst case scenario with a full stadium and a weekday departure profile.

Temporary traffic management (at least 30 minutes before and after a match) will only be implemented on match days with high ticket sales and will:

- Significantly improve the safety for pedestrians and other street users, including cyclists
- Prioritise walking, cycling, bus, rail and coach travel to/from the stadium
- Meet local, regional and national policy to prioritise more sustainable travel
- Help to achieve the district and county council's commitment for NET-zero

In order to help promote sustainable travel our transport strategy identifies a number of new and improved infrastructure interventions, some of which are noted below.

- New and Improved pedestrian and cycle routes to/from the Stadium from/to Oxford Parkway
- Wayfinding elements such as lighting bollards, street furniture and signage will be placed at strategic locations to create a unified spaces which will assist supporters route to the stadium
- Match Day Controlled Parking Zones (CPZs)
- New pedestrian crossings on Oxford Road and Frieze Way.
- Integrated Public Transport ticket

Oxford United in the Community (OUitC) is an independent charity delivering various Oxford United community programmes. The charity's core purpose is to harness the power and appeal of football to inspire people to live healthier lives and build a more inclusive and aspirational community.

Working collaboratively with local and county-wide delivery partners, Oxford United in the Community uses the power of football to inspire the people and communities of Oxfordshire to have positive aspirations for their futures and to have the health, wellbeing, self-confidence, opportunities and resources to achieve them. OUitC engages with over 10,000 people per year on non-matchdays, with over 3,000 participating directly in its programmes. There are ambitious plans to expand the reach and impact of the charity.

The Vision

Every person in Oxfordshire to have the opportunity to have a positive connection with Oxford United and OUitC, inspiring happier, healthier and better-connected communities.

The Mission

Working collaboratively with various localised or county-wide delivery partners, Oxford United in the Community uses the power of football to inspire the people and communities of Oxfordshire to have positive aspirations for their futures and to have the health, wellbeing, self-confidence, opportunities and resources to achieve them.

A New remit

Whilst our work has traditionally focused on younger children in primary schools via Football in the Community programmes, our new strategy "Oxfordshire – A Community United" means we are extending that focus, working to support all of the community across Oxfordshire aged from 2 to 92 with a more place-based approach.

Operating and delivering across Oxfordshire

Broadly speaking these fall into the following categories:

- Football in the Community
- Social Impact
- Health and wellbeing

OUitC's new strategy "Oxfordshire – A Community United" includes a goal to be operationally present in ten towns across Oxfordshire as well as Oxford, adopting a 'hub and spoke' approach to reach more people and communities.

The charity is based at the Oxford United Training Ground, its Oxford-focused hub. It also has an established town spoke in Banbury and is currently setting up and delivering projects in a further three town spokes in Abingdon, Bicester and Didcot. Work is ongoing to identify a further six town spokes, which will include Kidlington. OUitC will begin the engagement with potential local partners later in 2023.



OUitC and Oxford United East Oxford City Partnerships

- Friday evening multi sports sessions with Oxford City Council (Youth Ambition), Oxfordshire Youth and Thames Valley Police – OUitC delivers Premier League Kicks at Blackbird Leys Leisure Centre – two age group sessions.
- Premier League Primary Stars at St Frideswide Primary School.
- Development centre, Skills centre and Holiday camp football held at The Oxford Academy in Littlemore.
- Life Chances, delivering sports and physical activity interventions to improve young people's life outcomes. Delivered at Oxford Spire, Meadow Brook College (former PRU) in Headington and at TRAX (alternative provision for young people) in Wolvercote.
- The Manor Club, a social club for older football supporters, takes place at Cowley Workers Sports and Social Club.
- FIT U'S is a new walking club in Rose Hill to get fit after enrolling onto the charity's free health programme.
- Walking Football for men aged 50 plus, 60 plus and 65 plus, and women of all ages, based in Horspath at the Oxford United training ground and Blackbird Leys. This club is affiliated to Oxford United and has over 100 registered players, operating three times a week.
- St. Frideswide school – Oxford United provides free match tickets as incentives to improve school and the development of healthy lifestyles.
- Mabel Pritchard school, Littlemore – supporting students with additional needs, providing weekly coaching sessions.
- Detoxford United is a football club affiliated to Oxford United which has bases in both Horspath and Bicester. The aim of this programme is to encourage players to live a healthier lifestyle. They play competitive games against other professional clubs who have similar programmes.
- Orion Academy, a school situated in Blackbird Leys for students with SEMH needs. This includes students visiting the training ground, participating in training sessions and the provision of free season tickets to the school.
- Staff have participated in careers days at Cherwell School and are due to run a healthy living and work experience workshop day at Greyfriars School in Cowley in June 2023.
- Schools within the Cowley, Blackbird Leys, Wood Farm, Barton and Littlemore areas have priority for the provision of work experience placements at Oxford United.
- Youth Sports Trust and the Schools Sport Partnership in conjunction with Oxford United have provided exemplar coaching sessions to increase East Oxford girls' participation in football.
- Oxford United continues to work closely with Blackbirds FC and Horspath FC, including the provision of season tickets or match day tickets for families with financial difficulties, making watching football more socially inclusive.

PROJECT DREAMING SPIRES

Oxford United, with a proud history dating back to 1893, is comprised of the EFL League One Men's Team, the National League Southern Division Women's Team, and Academy. Our charitable arm, Oxford United in the Community, undertakes a huge amount of positive work throughout the city and county.

In 2001, we moved to the Kassam Stadium. Oxford United current home is unsustainable in a number of ways and remote from public transport. With the current agreement for the Kassam Stadium coming to an end in 2026, there is an urgent need to develop a new stadium in order to protect the future existence of one of the oldest football clubs in the UK.

Much like the county of Oxfordshire, Oxford United comes from a proud heritage and rich history. The club has aspirations for a new, modern, eco-performing stadium which is a significant community landmark that contributes meaningfully to the economy and society of Oxfordshire. This is a once in a generation opportunity to provide a new home for sport, entertainment, business, education and tourism which the whole county can be proud of.

Our vision is to deliver on the key issues identified by local residents and fans, to ensure that this is both a stadium for elite sports and community use. Our proposals will provide significant and sustained benefits to Kidlington and Gosford and Water Eaton residents, our fans and the wider Oxfordshire community.



Project Dreaming Spires

One of the founding principles of the new stadium which will underpin the project from the initial build through to full operation is 'United With The Community'. This means the stadium and Oxford United will be an active and positive part of the community, creating a sporting legacy and generating new employment, education opportunities and having a positive impact on the health and wellbeing of the communities we serve.

To reflect our commitment to the local community we have introduced our Community Pledge. This will be delivered through the Project Dreaming Spires, which will bring together a number of specific commitments including activities, outreach programmes, initiatives, apprenticeships, local employment and much more. With certain commitments delivered during the initial build phase and others continuing long after the stadium is open, Oxford United, their construction partners and venue suppliers will ensure everything is done in collaboration with the communities we seek to support, to make sure we address genuine local needs.



CONSTRUCTION GROSS IMPACT

£113m

investment in construction

210

construction jobs supported annually

£20m GVA pa.

impact during construction

Min. 10

apprenticeship opportunities per year

OPERATIONAL GROSS IMPACT

320

direct full time equivalent jobs

160

indirect & induced full time equivalent jobs

£5.8m

per year offsite spectator spending

95

full time equivalent jobs by offsite spend





RIDGE

AFL
ASSOCIATION

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2017
RECOGNISED

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